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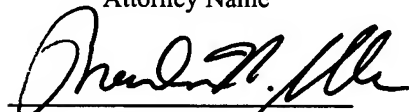
Patent Application

Inventor(s) : S. Riedl
Case : 61575-1030
Serial No. : 10/639,070 Group Art Unit: 2615
Filed : August 12, 2003 Examiner : TBA
Title : Technique for Effectively Delivering Targeted Advertisements through a Communications Network having Limited Bandwidth

INFORMATION DISCLOSURE STATEMENT

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on August 2, 2007.

Brandon N. Sklar
Attorney Name


Signature

31,667
Registration No.

August 2, 2007
Date of Signature

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Sir:

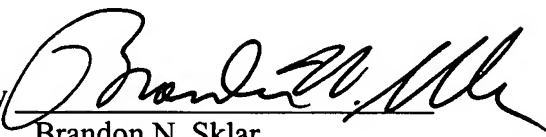
Applicant submits herewith an Information Disclosure Statement (IDS) by Applicant (1 page), listing a reference which is or may be material to the examination of the above-identified application. It is respectfully requested that it be made of record in the file history of the application.

Identification of references in the IDS is not to be construed as an admission by applicant or attorney for applicant that such references are available as "prior art"

Serial No. 10/639,070

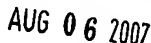
against the application. The right is reserved to antedate any listed reference.

Respectfully,

By 

Brandon N. Sklar
Attorney for Applicant
Reg. No. 31,667
212-836-8653

Date: August 2, 2007



Approved for use through 09/30/2007. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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SP-100 form 1449A/PTO

Complete if Known

Application Number	10/639,070
Filing Date	8/12/03
First Named Inventor	S. Riedl
Art Unit	2615
Examiner Name	TBA
Attorney Docket Number	61575-1030

(Use as many sheets as necessary)

Sheet	1	of	1
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Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

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